Double Agent Marketing
MODULE 102: PRODUCT CREATION

Lesson 102I: Focus on Just One Infoproduct

With Robert Plank & Lance Tamashiro

Membership Site: *http://www.doubleagentmarketing.com/members*
Affiliate Center: *http://www.doubleagentmarketing.com/affiliates*

Robert: There's a really important problem people have, and a lot of them don't even realize they have a problem. How do you stay focused on just one product and just making one information product?

Lance: When you say, "One," you mean five, right?

Robert: I don't mean four, I don't mean 20, I mean one and that's it.

Lance: I can have my favorite one and then the one that I kind of working on on the side?

Robert: More like, your one and that's it.

Lance: It's crazy to me how many people that we talked to. We're ask, "What's your one product?" They say, "There is no one product. There are 60." No wonder you're confused, no wonder you don't know what to do next and no wonder you're not getting anything done. How about let's work on one thing, get that done and then work on another thing?

Robert: I really like the way that you have explained this in the past and you said this: let's say it takes you three months to make whatever size project and you could either spend three months making one then make another one, then make another one and then you have three things that had been selling for a long time or you could spend three months working on one, working on one , working on one and you spend nine months and you have nothing.

Lance: And you have nothing at the end. You're right where you started from.

Robert: Yeah.

Lance: It sucks.

Robert: Right. It's way better to spend a period of three months and have something and that's making money while you then move over to the next thing.

Lance: And I think that the other thing that we do much different than anybody else and in any products that I've seen, in the way that anybody else is teaching is that we really keep things as small as possible. You always talk in your blog about keeping it shippable and we talked about how long you can actually stay interested in something but one of the things that we do better than anybody else is we keep things very, very small.

Robert: Yeah.

Lance: It's doing a bunch of little small things that really adds up and for me, that's the only way that I can stay focused on a project or not even focus – excited about a project because I'm always wanting to learn something new. I always want to get my fingers into something else. Yeah, keeping it small.

Robert: What's really funny, the whole keeping your products really simple, I started doing that by accident. I've never told anyone this but when I came out with my first PHP product, my first chapter was kind of add it into a webpage. The second chapter was about how to create an email attachment – send an email if you want to attach a PDF or a zip file.

Lance: Oh, right, right, right.

Robert: And I showed people how to do this automatically with the computer program. What I did was I will say, "Oh, you can attach a picture, you can attach a Word document," and at the time I was running it I was like, "I want to be able to tell how to do anything." So what I did was I wrote down below that I said, "Think of more things to attach and list them here."

I was going to think of things like, "You couldn attach Flash files and audio and video."

But what I did though was I just put it in that page of the book. And what happened was that I forgot about it and I think 100 people bought it and it came time for someone to proofread it because I sold the rights to someone else and they proofread it before putting it up for sale. The proofreader told me, "I don't understand what you mean on page 17 when you said, think of more stuff and list it here." At that point, I was like, "Well shoot, if only I had just not left stuff half finished, if I just said, okay well here's how to attach a file, boom that's it."

Lance: Right.

Robert: I wanted to add that later maybe I would do that after the product was done but when you just have stuff half finished then you set up yourself for failure because it's never going to be perfect. I mean, we know that.

When Lance and I launched a product we're like, "Well, of course there's stuff that we left out, of course there's stuff that we could add but if you add every single little nook and cranny to your training then it's going to become totally complicated," and we want to keep it simple. I think that the whole making this complicated, having multiple projects, you're thinking of an excuse to not put something out there.

Lance: Right. Yeah, because it's always easy to say, "I can either do the last 2% of this project I'm working on or I could get this other project to 75%."

Robert: Yeah. Ideas are always fun but actually doing them isn't always as much fun but making money is fun. It's always like you have an idea which is fun, you either do something which is not as much fun but then you put it out and make money, well, now it's fun again. You go over the fun hump and you went to the last one that gets you to the next fun hump, right?

Lance: Yeah, absolutely.

Robert: I guess that's why you should stay focused on one product.

Lance: Sorry, my phone just started going crazy on me.

Robert: Oh, it's all right. We know why we should have one info product but now how do we actually do it? Let's say someone comes to you, Lance, and says, "All right, Lance, I've got five things, how do I even decide which one to get down to one?"

Lance: Well, the one that you're most excited about.

Robert: What if they say, "I'm excited equally?"

Lance: Which one can you get done the fastest?

Robert: Oh, okay. Then the other thing I hear a lot is people saying, "Okay, I could've done this one the fastest but these other things – I already started them. I can't just leave them hanging. What do I do?"

Lance: It doesn't matter. The fastest. And at least for me, it's got to be the fastest because –I don't know if you're this way but I know for me if I get one thing done then I'm like, "I got one thing done, now I can get the next thing done." I build this momentum of getting things done and feeling good about it.

Robert: Yeah. I have a day where I feel I didn't get anything done or got a lot of them but never really in the middle. If I do a couple of things, I'll do everything else.

Lance: Yeah. And for my personality type, it's I have to get something done right away.

Robert: Yeah.

Lance: So I can get that thing going. It's what I can get done the fastest.

Robert: That makes sense.

Lance: And I know yours is a little bit different, right?

Robert: How was I different?

Lance: What way would you pick? Would you pick the fastest? How would you pick?

Robert: I would pick what makes me the most money.

Lance: The most money?

Robert: Yeah, because I've dealt with people where – I've teamed up with close business partners maybe four or five over the past few years and it's always like I'll find them and they were making some money but then when we worked together, we made tons of money but they'll find something else to do which won't make them a lot of money and they'll spend all of their time on it.

We have this with our students too. They'll have maybe two different websites and we'll say, "Okay, work on this one." And then they're going to start making money and say, "Okay, this is doing great. Let's go focus on this area." Yeah but the thing you are just doing was making you the money and what you're doing now is you're taking time away from the things that makes you money and putting time into something that makes you no money.

Lance: You ask for a repeatable process, found one and now you don't want to repeat it.

Robert: Right. And I kind of understand how they're thinking. Okay, well I'm setting up multiple steams of income, I'm diversifying. But even if you diversify as far as like stocks or whatever, you protect yourself against the loss but also against the gains too.

Lance: Right.

Robert: If something is making you money then keep at it until it doesn't work anymore. And most things as far as what you and I do, Lance that makes us money, usually it'll keep going or the strategy itself works or the niche itself works or something. Don't throw it out. Don't throw away everything and start on something new. At least build on top of that.

For example, if you are running webinars or something. Let's say for example, we have our live webinar classes in a day and maybe in the future we'll find something better. Maybe we'll get into speaking or seminars, I'm still going to do webinars because that's a guaranteed way of making money.

Lance: Right.

Robert: And until the speaking makes more money than the webinars, I'll keep doing that and then once that happens then I'll stop doing the webinars but I'm not just going to throw it out and dump ship. I'm going to get both kind of going and then remove one and that kind of sounds like it's going contradictory to the whole one project at a time but if you could make them both one project then it kind of works.

For example, if you're running some kind of webinar training series and the speaking you do is the same training or if you can teach in your webinars how you do speaking or teach them in speaking how you do webinars or vice versa. If you make this kind of related then there is just one project.

For example, this membership site for Double Agent Marketing, I'm running a class called speed copy and it might seem like, "Well, those are two different projects." I don't see it that way because in the speed copy class, I'm showing how we set up this membership site, how we market it so it's kind of the same thing for me and I don't feel like I'm torn between this project and that project, they're both the same thing.

Lance: We do that all the time. We did that in Membership Cube where we actually said, "Here's how you do a membership site in a day but we're going to show you behind the scenes everything that we do from planning to launching to emails to pitch webinar and recording it and setting it up," and they all watched us do that in a single day I think the entire process. It's was on a completely different subject but it was, "Here, we're going to show you exactly how to do it with nothing left out."

Robert: And the cool thing is that it worked out both ways because for us, we got twice the results from just one thing and for the students it worked out because we weren't just saying, "Oh, sample email here, sample sales letter here." We said, "No, here is what we are actually doing and here's why we're doing this and here's how you can do it as well."

Lance: Yeah. The other cool thing about that is – people always go like, "I can't just be in the poor queue niche of this type." You know what I mean? But as soon as you start doing your products like that you eventually branch out where all of your products are still related. There's a clear path between your products even though you're learning things and you're getting interested in other stuff, it allows you to still grow and move your product line around.

Robert: Yeah. And we talked about that before where you don't want to just be in all these crazy niches. Be in these related niches where you can be building a list with one product which can then promote another product so they all kind of connect. And that's the whole thing, when you're in five different niches, you have five different lists, five different names, five different products, there's no leverage. You're just a guy who's not organized.

Lance: By nature, when you're into a product which you should be in to whatever niche that you're in – when I mean into, really enjoy it and want to learn about it is you're going to want to learn new stuff about it. If you're in just a single niche, it's hard enough to just learn all these new stuff that you want to learn about that but now when you multiply it by five, of course you're going to feel overwhelmed because you can't learn everything about ping pong and everything about taking photographs and everything about surfing because you're going to have options to all of that you want to learn about. You need to stay focused on one product and one niche.

Robert: The other thing that makes me think about is when we do our training courses, we always kind of do them on things where we're pretty much the best at them or we want to get better. For example, when we did video sales tactics, we both had recorded some live action videos. We both had recorded screen capture videos. We want to look at what we did right and what we did wrong and systematize it and have a way so we could challenge ourselves and make more videos in a day, make better videos and at the same time show people how to do it so we made money from what we are already doing.

Also with these interviews, we didn't just think of, "Okay, what membership site should we do?" We were noticing that people were saying, we want to know about the ins and outs of your business. And we were noticing that you and I were kind of having these conversations and at the end of half an hour we would say, "Oh, we should've recorded that. It would have made a great product."

Anytime that you can kind of do both like teach one class and do behind the scenes of another thing – for example, what our best student ever, Larry Hoffman is a realtor and he does teaches classes about how he closes real estate deals. So what does he do? Well, you can think of his real estate as an extension of the class. He's like, "Well, here's the class, I'm going to show you an actual real estate I do and here we go." And in the process he actually flips a house and makes money while teaching how he does it.

Lance: Yes that is exactly how you leverage your time and start like really building your hourly rate.

Robert: Yeah. You could do behind the scenes, you could do freelancing and make a product out of that. What else can you do to leverage one product into another?

Lance: Behind the scenes, the course. Like I said, it's the behind the scenes.

Robert: Yeah.

Lance: But then record it to make the information product.

Robert: And the other thing is coaching I guess. There are always people who coach people.

Lance: Yeah.

Robert: And we have someone on our class that I'm always like, "You record it because then that way you're helping a real person and that's kind of a behind the scenes kind of not because you're helping own person but now you can have this training segment with all of the other stuff."

The other thing is that's another excuse to increase your hourly rate because now if someone pays for your coaching then you can say, "Not only will you get coaching but you also get lifetime access to this site with all these recordings."

Even if someone doesn't want you to share the recording then make the recording put it in a membership site where only they have the access to that particular level and now they have access to their coaching session. And at the same time, you know what too? You get better at coaching and better at video also.

Lance: Yeah. And you just keep increasing and increasing your skills. The other thing too about when you just focus on the one information product is it's done, it's sole, it's ready to go to the market and now you can start building more and more and more building your empire of products, your own product line. And that's always really fun in seeing new products coming about.

And people think that they need to be working on 10 at a time and that they all happen overnight. But if your products are small enough then you build them out of small and then you can combine them into a bigger product when you need to.

Robert: And you're always going to change your mind about what product number two will be.

Lance: Yes.

Robert: Based on how product number one sold every time.

Lance: Even class number two in a three part class or two product class.

Robert: Yeah, yeah. So you just can't assume that you have a crystal ball and that all three products are going to be great. There's some of them might be duds so I'd rather put the first one out and figure out how that one sold and then adjust from there instead of having all these things going on at once.

Lance: When you don't plan that far ahead – too many people plan the big product with the big launch and we know one person has been working on the same product for a year and a half now and to me, it doesn't look any closer to being done than it did a year and a half ago. If you would not worry about what the perfect everything is and get it out there then you'll know. You know what I mean? She should know by now how her launch is going to go and has no idea because it has never been launched.

Robert: Right. And the thing is I've seen your product but there's no enough stuff to launch it today.

Lance: A year ago. A year and a half.

Robert: Oh yeah, yeah.

Lance: That's why you have to keep it small and you have to not worry about the perfectionism of it and just get it out there because if you don't get it on the market, you'll never catch up with all your ideas. All the new ideas you have, that's version 2.0, that's version 3.0. It's still the same product but as long as you got something out there, you're always going to find ways to make it better so why not use that as a reason to have more products or increase your price or make more sales or add a bonus or something like that.

Robert: There's always going to be ideas that you just never act on. For example, the speed copy class. I want to do that for years, maybe three or four years. I wanted to have a big product about copywriting but I was always like, "That'll be fun but I've got more important stuff now," and I'm not going to schedule it for six months now and just going to say, "It's just not going to happen right now. I'm not going to write it down because if it's an important idea it'll come back to me."

Lance: I'll remember it.

Robert: Yeah. That's happen a lot. Every now and then I'll see a site for sale and I'm like, "Oh, I could buy that site and fix it up and flip it or make it a monthly recurring site but there's only so many hours in a day and even if you had more hours in a day, you need to keep a clear head." If you have more than one project going on at that time then you're just going to be – working on one thinking about the other and then neither one is going to be very good because you're distracted.

Lance: And it's going to take you twice as long to get them both done.

Robert: Yeah. When Lance and I do these interviews, we just do a months at a time and we don't have an email open, we're not working on other stuff, we don't say, "Okay, let's go and do this interview one in a few now and come back to it." We knock one month out at the time. One month for us is a product. We're just like, "Okay, now it's scheduled, now that day is done."

Lance: Now that day is done.

Robert: Yeah. You can't have more than one product half finished. Whatever you have, if it's half finished I'm sure it's great. It's simple enough, it's 1.0, put it out there and then see the reaction and then adjust. The other thing that kind of ticks me off about this is people spending too much time on the product.

Lance: Yeah.

Robert: You're a list building guy, Lance. There are all kinds of products that are great but nobody know about them because their list is tiny. You don't make your money just from working on a product. You make money from building a list too.

Lance: Yup.

Robert: So that's funny if you think about as if you spent the last year on your one product then how time are you going to spend on building your list or on promoting it?

Lance: Right. That's a big mistake that people make like, "Oh, I'm just going to put it out there and people are going to find it." No, you should've had your traffic too.

Robert: Yup. I really change my thinking about this when I met Lance. One time I was at an airport somewhere and I was talking to Lance on the phone and I think we're working on our very first class together and he was like, "There's a three day window." When you first have an idea, you have three days to finish the product. And if you take four or five days then the last couple of days you're going to be a bore and you're not going to be as good. You have to do it while you're still excited and when you put everything into it. If it's a seven day product then guess what, put in three days now, launch it and the other days that's version 2.0.

Lance: Yeah. It's just like having a day job, right? You do nothing on Monday, you do nothing on Friday, whatever you do do, you do on Tuesday thru Thursday, right?

Robert: Yup, exactly.

Robert: Yeah. If you have that idea, if you have that thing and you're really serious about it then block off the next three days. Your email will be back there when you go check it. That form will be back there whatever else you got, I'm sure you can take three days off and then just whatever. This like you're going on vacation from your other stuff, put out that one product, launch it and then you can get back to anything else. But that way, you're just doing one product at a time.

Lance: Yup. And I guarantee that everybody listening to this in high school at some point had a five or 10 page paper that was due, that they had the whole semester to work on and did it all in an hour the night before it was done.

Robert: And they pass.

Lance: Yeah. If you can do that, you pass. So if you've ever done that or think that you can do that, guess what, you can have your product finished in three days. It's proved you can have it done in an hour. There you go.

Robert: Yup. So do it. Lance and I have a really cool training program at MakeAProduct.com and we'll show you how to harness that high school last minute whatever productivity but without the stress. We'll show you how to create an article in 90 seconds. We'll show you how to make a simple interview in 20 minutes, how to make a whole email launch sequence and as many corrections you want in just a few minutes just to make sure that we have this cool idea, get it down, put it to market, promote it and you can get back to whatever cool idea you have coming up next. Sounds good?

Lance: Sounds great.

Robert: Awesome. I'll see you over at MakeAProduct.com.